GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA

STARRED QUESTION NO:472
ANSWERED ON:06.08.2009
ADVERTISEMENTS BY RAILWAYS
Yadav Shri Hukamdeo Narayan

Will the Minister of RAILWAYS be pleased to state:

(a) the policy in place for issuing railway advertisements through print and electronic media;

(b) the total expenditure incurred by the Railways on displaying advertisements during the past three years, year-wise;

(c) whether the policy governing issue of advertisements has been reviewed in the recent past or is proposed to be reviewed; and

(d) if so, the details thereof ?

Answer

MINISTER OF RAILWAYS (KUMARI MAMATA BANERJEE)

(a) to (d): A Statement is laid on the Table of Sabha.

STATEMENT REFERRED IN REPLY TO PARTS (a) TO (d) OF STARRED QUESTION NO.472 BY SHRI HUKUMDEV NARAYAN YADAV TO BE ANSWERED IN LOK SABHA ON 06-08-2009 REGARDING ADVERTISEMENTS BY RAILWAYS.

(a) Railways follow the advertising policy framed by the Directorate of Advertising and Visual Publicity (DAVP) under the Ministry of Information & Broadcasting in respect of selection of media and advertising rates for both print and electronic media. Depending upon the requirements of dissemination of information and the availability of funds, Railways release their advertisements.

(b) The amount spent on print media by the Railways during the last three years (2006-07 to 2008-09) had been approximately Rs.132.80 crore, Rs.159.11 crore and Rs.208.90 crore, respectively. The amount spent on electronic media during the same period had been approximately Rs.67.49 lakh, 110.78 lakh and Rs.67.48 lakh respectively.

(c) & (d): The advertising policy is under the preview of DAVP under Ministry of Information & Broadcasting.